

Media Plan Guidelines

HUD will be surveying a portion of your residents as part of the new Public Housing Assessment System. Resident participation is essential to the success of the Resident Service and Satisfaction Survey process. Raising awareness and resident confidence in the survey is a technique used to increase the number of survey respondents. For this reason HUD has provided you with this Media Plan. Your implementation score will be contingent on successful completion of the actions outlined in this document. Use this plan to make your residents aware of the opportunity to participate in the Resident Service and Satisfaction Survey. In order to create uniformity among Public Housing Agencies (PHAs) regarding the information residents receive about the survey, HUD has provided these guidelines for notifying residents. Providing information that is uniform to residents helps to prevent survey respondent bias.

HUD needs you to implement or market the Resident Service and Satisfaction survey using the guidance provided in this Media Plan Guidelines document. In addition to the Media Plan Guidelines document, the following documents have been designed to support you in this survey implementation effort:

1. Posters
2. Flyer
3. Sample Newsletter Article

There are four actions required of you, the PHA, as part of the media plan. The completion and documentation of these actions will be used by REAC to assess your implementation efforts for PHAS scoring purposes. These actions are as follows:

- 1. Display Poster(s) in your development.** Display the poster(s) provided in area(s) in your development that are the most visible to residents. Suggested locations are a community bulletin board, a central office, a community center, an entrance to a community building, or other high traffic area, such as a laundry room. You have been provided four posters. If you need additional, please call 1(800) 767-7468 and request additional copies of the Resident Service and Satisfaction Poster dated June 1999.
- 2. Distribute flyers to Residents.** Using the flyer provided, make copies and distribute to all residents in your community. Suggestions include inserting the flyers in the development newsletter, including the flyers in other resident mailings, and using a resident organization to distribute the flyers.
- 3. Resident Meeting or Community Newsletter Article.**
Have a Resident Meeting. Invite all residents to come to a meeting to learn more about the Resident Service and Satisfaction Survey. This can be part of an existing resident meeting held by

the housing agency or a resident organization, or one called for the sole purpose of informing residents about the PHAS and the survey process. You may wish to distribute a meeting announcement when you distribute the flyer to all residents. For more details regarding information to provide at the Resident Meeting, see below.

Community Newsletter Article. In addition to a resident meeting, you may wish to include an article about the Resident Service and Satisfaction Survey in your local newsletter, and include the key survey dates on your resident calendar.

- 4. Complete and return the Implementation Form to REAC.** Document the dates that you completed the above mentioned implementation actions on the Internet (RASS system). Submit the completed Implementation Form via HUD's web based system (RASS). The address is <http://www.hud.gov/reac/rearessur.html>.

In addition to the required actions listed above, you are encouraged to be creative when promoting the survey to residents. For example, use incentives to encourage residents to attend the resident meeting, or include information about the survey on your web page if you have one. All actions, both required and optional, must be documented. Any additional advertising of the survey must use language that is consistent with the survey descriptions provided for residents in the Resident Meeting section below or in the sample article which follows. It is recommended that all documentation presented to residents and proof of Media Plan compliance (such as a meeting attendance list) be maintained for one full year.

Resident Meeting

PHAs: It is very important that during the presentation of the Resident Service and Satisfaction Survey you avoid biasing the residents with statements that may affect the way they answer the survey questions. The following questions and answers should be presented during the resident meeting:

What is the Resident Service and Satisfaction Survey?

HUD's Real Estate Assessment Center (REAC) has a new way of measuring your housing agency's performance. The new method which will more accurately evaluate the performance of Public Housing Agencies (PHAs) is called the Public Housing Assessment System (PHAS). PHAS evaluates the physical condition, financial condition, management operations, and resident services for all housing agencies in the United States. The PHAS will measure overall resident satisfaction with living conditions using the Resident Service and Satisfaction Survey. Your household may be randomly selected to participate in this survey.

How is this survey different from other development surveys?

For the first time your satisfaction and experience with your living conditions will be included in HUD's yearly evaluation of your PHA. This survey was developed with the help of PHA resident leaders, and representatives of the industry.

Who will receive this survey?

All PHAs throughout the nation will be included in the survey process. Not all residents will receive a survey. Residents will be chosen randomly using an automated computer program. The survey will take place yearly, so if you do not receive a survey this year you may in the future.

How will the survey results be used?

HUD will use the overall results of the survey to help determine how well your development is doing in five areas (maintenance and repair, services, communication, safety, and development appearance). The Resident Indicator equals 10 out of 100 points your PHA may receive under the PHAS. Survey results constitute a possible 5 points, while marketing the survey and follow-up actions taken by PHA management could equal another 5 possible points.

Will anyone know what I said in the survey?

If you receive a survey, you should not write your name on it. HUD is committed to ensuring that your PHA management will not know who participated or how individuals responded. Your identity will remain confidential. Only the aggregate results of the survey will be shared with PHA management.

Whom do I contact if I have any other questions?

If you have any questions about the Resident Service and Satisfaction Survey, call REAC's Customer Service Center at 1-888-245-4860 (calls are toll free).

Note to PHA: Please do not attempt to answer questions that are not addressed in this document. Residents with other questions regarding the survey should be directed to the Resident Service and Satisfaction Survey Customer Service Center (1-888-245-4860).

HUD needs to HEAR from you!



The Resident Service and Satisfaction Survey is one of four ways that HUD's new Real Estate Assessment Center (REAC) will evaluate your housing agency's performance through the new Public Housing Assessment System (PHAS). The survey will measure your satisfaction and experience with your living conditions. Your household may be randomly selected to receive the survey. If you are selected, please take the time to complete it. Resident participation is essential to the survey's success. Your opinion is very important to HUD!

If you have any questions about the survey, please call REAC's Customer Service Center at 1 (888) 245-4860.

Notice of Resident Meeting

The meeting will be held:

***on insert date here at insert time here
insert location here.***

The meeting should last approximately ***X*** minutes.

Name

Executive Director